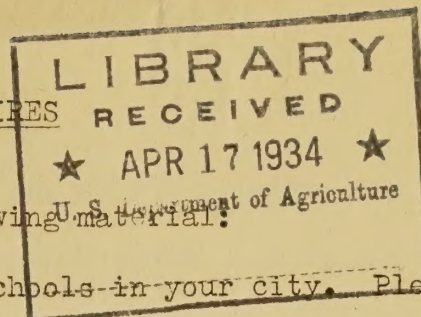


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PROCEDURE FOR FILLING IN QUESTIONNAIRES



We are sending you under separate cover the following material:

1. One questionnaire for the Superintendent of Schools in your city. Please have him fill this in and return to you within a few days. Send it to the office of the Consumers' Counsel in one of the franked envelopes which accompanies the questionnaire.

2. Three questionnaires to the principals of the three schools which have been selected for the survey. These are to be filled in by the principals, returned to you and sent to us with the questionnaire from the school superintendent.

3. Seven hundred and fifty questionnaires for the survey of three selected schools. These are to be distributed to 250 pupils in each school, to be taken home and filled in by each family. Note that question 4(c) is in terms of pints of cream, where the usual purchase is in half-pint bottles. Would you please call this to the attention of each of the school principals so that proper announcement may be made to all the pupils who are given questionnaires?

These questionnaires should be returned by the pupils within a day or two. Collect them as soon as they are available and try to have them tabulated on the summary sheets we are sending.

If any of these questionnaires are fragmentary or obviously inaccurate, will you try to have the members of your committee call on the families in question and obtain the fullest possible information from them. Mistakes or omissions in the original questionnaires will invalidate all our efforts.

4. Summary or tabulation sheets, to record the answers obtained from the 750 questionnaires. Possibly the simplest procedure is to place a short line or cross in the space designated for a particular answer. For example, if the answers to Question Four on purchases of milk for one family are: 7 quarts of fresh milk per week, 3 pounds of butter, 2 pints of heavy cream and 2 small cans of evaporated

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milk, checks should be placed in the column numbered 7 for quarts of milk, in column numbered 3 for butter, in column numbered 2 for heavy cream, and in column 2 for small cans of evaporated milk. When all the 750 questionnaires are tabulated in this manner, the totals of each column should be recorded next the word "Total" in each column.

Please send us these filled-in summary sheets by the 23rd of April in one of the franked envelopes.

Will you also send us the original questionnaires whether or not they have been tabulated so that we may check them and complete the tabulation for all the cities. These can be packed in one bundle to which you can affix the enclosed franked slip addressed for mailing to the Consumers' Counsel.

(5. You will note that no questionnaire has been included for the Relief Director. The procedure has been somewhat modified so that the relief questionnaire will be sent directly to the relief directors in each city from the Federal Emergency Relief Administration and returned to that office. This will eliminate step number 4 in the original "Procedure for Milk Consumption Survey" which we sent you a few days ago.)

Start the survey immediately upon receipt of the questionnaires.

Try to have all the material on its way to us by the 23rd of April.

The questionnaires to school superintendents and school principals should be sent as soon before that date as possible.

Get local publicity for the survey.

Please communicate with us if there are any details or if there are any questions which you may have as to the procedure.

